

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMK2804 – MARKETING MANAGEMENT
(Distance Education)

12 OCTOBER 2017
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages only (excluding cover page)
2. Attempt **ALL** the questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Answer ALL question. Marks for each questions are shown at the end of each question.

QUESTION 1

"No matter which nation a person belongs to, people's inherent needs and requirements are essentially the same." Do you agree with this statement? How relevant is this statement in the context of marketing?

(20 marks)

QUESTION 2

It is clear that no one single company is able to target the general population as their target market. Therefore, companies uses the segmenting strategy to divide the general population into manageable segments. Briefly describe the steps in the segmentation process.

(20 marks)

QUESTION 3

The firm's success depends not only on how well each department performs its work, but also on how well the various departmental activities are coordinated to conduct core business processes. List and briefly describe the five core business processes.

(20 marks)

QUESTION 4

Organizations are embarking on understanding their market. One way to assist the organization is through marketing research. One method of marketing research is qualitative research.

a) Explain qualitative research and why it might be useful to marketers. (10 marks)

b) List and explain its major drawbacks. (10 marks)

(20 marks)

Continued

QUESTION 5

As marketing management evolved to adapt to the 21st century business environment, traditional marketing strategies, developed around McCarthy's "Four Ps", gave way to a more complex mix of marketing tools known as the "New Four Ps".

- a) Identify and define with relevant examples the traditional four Ps. (8 marks)
- b) Also identify the new four Ps and the reason for developing the new interpretation. (12 marks)
(20 marks)

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